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NEW ROSE
"COLUMBIA"

R. J. LYNCH
PRES. & TREAS.

J. D. HEADLY
SECY. & MGR.

The Dingee & Conard Co.

THE LEADING ROSE GROWERS OF AMERICA

ESTABLISHED 1850 INCORPORATED 1870

BELL TELEPHONE: CABLE ADDRESS: DINGEE WEST GROVE

West Grove, Pa.



Spring 1925

Dear friend:

Sometime ago in response to a request from you, we sent you a copy of Our New Guide to Rose Culture, or catalog. Did you receive it? If not we will be pleased to forward another if desired.

We notice that you have not sent us an order for Roses or other plants, bulbs or seeds and thought perhaps you were fearful of the results. We are reproducing herewith a few testimonials from our customers who have grown our plants successfully in the past and there is no reason why you should not be successful also, so we have made up collections of different sorts for convenient ordering.

These Roses and other plants are kept in pots, shipped to you without removing the soil in which they are grown, or without disturbing the roots, so they keep right on growing. You run no risk whatever, as they may be planted with absolute safety anytime during the growing season, May and June.

1850—SEVENTY-FIVE YEARS—1925

The Dingee & Conard Co.,
West Grove, Penna.
Gentlemen:—About the year 1874 I sent you from Dover Plains, Dutchess Co., New York, a small mail order for a dollar collection of your everblooming Roses. I received them promptly and was surprised at the way they started and kept developing. Since that date I have sent you numerous orders for small amounts from Dover Plains and White Plains and have always been pleased.
Roses on their own roots as you propagate them are of double value to Roses budded or grafted, is my opinion.
I am 72 years old. Am now enclosing with this letter a request for your Rose book for my grandchildren whom I wish to interest in the most pleasant of recreations, viz.:—growing your Roses for fun.
Robert A. McGlasson.

Dingee & Conard Co.,
West Grove, Penna.
Ohio.
March 15, 1925.
Dear Sirs:—I had sent for your catalogue, and was much pleased to see so many nice Roses you advertised "on own Roots" mostly. I have lost all Roses I ever bought, which always go wild and have to be dug up and thrown away.
Thanks for catalogue.
Mrs. J. P. Seifert.

Dingee & Conard Co.,
West Grove, Penna.
New York.
March 25, 1925.
Dear Sirs:—I purchased Roses from your firm 45 years ago and since that time have always had some plants or Roses which came from your greenhouse, but having just moved to a different house would like to put out some more Roses. I haven't received your catalogue for 1925 and would like you to send me a copy. I find your Roses and plants superior to any others.
Yours sincerely,
Mrs. Anna Safford.

The Dingee & Conard Co.,
West Grove, Penna.
New York.
Feb. 27, 1925.
Gentlemen:—Some 35 years ago in fitting up a home in Geneva, N. Y., we had some of your tea Roses which were certainly fine, so nice that any we have had since from dealers nearer by have not approached them. Therefore, we are expecting those on the order enclosed to "astonish the natives" in this locality as they thrive in our little yard here.
Trusting that our best hopes will be realized in this case,
I remain
Yours very truly,
F. E. Clark.

The Dingee & Conard Co.,
West Grove, Penna.
N. C.
Feb. 7th, 1925.
Gentlemen:—It may interest you to know that I have been one of your satisfied customers for over 50 years. I now have some Rose bushes ordered from you I guess fully 40 years ago.
Yours very truly,
Mrs. Davis Jones.

The Dingee & Conard Co.,
West Grove, Penna.
W. Va.
Feb. 20, 1925.
Gentlemen:—Enclosed find order for plants and check for same. I have been buying budded Roses for 20 years and find they always have a tendency to make too much growth below the buds and require a great deal of attention to keep them true.
Yours very truly,
H. G. Emig.

The Dingee & Conard Co.,
West Grove, Penna.
Missouri.
March 2, 1925.
Gentlemen:—My last year's Roses I ordered from you did wonderfully. The blooms were simply beautiful. Some of them grew as high as three feet, and all were first size Roses when I bought from you.
Yours very truly,
Mrs. Anna Gross.

PRICES OF ROSE "COLUMBIA" First size, one-year plants, 35c each; 3 for \$1.00, postpaid; two-year-old plants, 90c each, by express; \$9.00 per dozen of one or more varieties; \$1.00 each by parcel post with soil on roots. Large specimen plants at \$1.25 each, by express.

OUR SEVENTY-FIFTH ANNIVERSARY SALE

These "Special Offers" of the different classes of Roses and other plants are made up from our regular stock and we guarantee them the same as other plants offered in "Our New Guide to Rose Culture." In order to induce you to help us celebrate

OUR SEVENTY-FIFTH ANNIVERSARY

we are giving you the advantage of these low prices. All plants are grown on their Own Roots and safe delivery is guaranteed anywhere in the U. S. Order the collections by name and numbers.

Favorite Sets of "Dingee Pot Grown Roses" CAN BE PLANTED AT ANY TIME

During Spring, Summer and Fall

Own root pot plants can be planted at any time during the growing season until late fall, because we will ship these roses offered in this circular with soil on the roots just as they are taken from the pots, and they will keep right on growing and produce fine results in a short time. These plants offered here are our regular stock, but each season we have a surplus of some varieties and in order not to carry them over another year we are offering them to our customers in this way and to celebrate our "75th Anniversary." Our guarantee applies to this stock the same as other stock offered in our regular catalog, that is, to reach you in good condition or we will replace them free of charge. All stock offered in this circular is sent with all transportation charges prepaid to any place in United States.

Six Hardy Hybrid Perpetual Roses \$1.00

Hybrid Perpetual Roses are considered the most valuable of all hardy plants. They are of vigorous growth and have large flowers.

General Jacqueminot—Bright crimson; very rich and velvety. One of the best.

Gloire Lyonnaise—The best of its color; pale shade of salmon-yellow, sometimes passing to rich, creamy-white.

Vick's Caprice—Clear, satiny pink, striped and dashed with white and bright carmine.

Mad. Masson—A superb variety. Color, clear bright rose. Distinct and charming.

Francois Levat—Delightful shade of cherry-pink, shaded with carmine. Flowers extra large. Remarkably free in bloom.

J. B. Clarke—One of the best, if not the best, hardy vivid crimson garden Roses.

SPECIAL OFFER—For \$1.00 we will send, postpaid, one each of the hardy Hybrid Perpetual Roses in first size plants, described above; one each in two-year-old plants, for \$4.00, by express or by parcel post prepaid with soil on roots. Please order as "Jacqueminot" Set.



"Francis Scott Key"

"FRANCIS SCOTT KEY" COLLECTION

The Last Word in Hybrid-Tea Monthly Blooming Bush Roses

Hybrid-Tea Roses are the best of all classes for the wonderful blooms they produce. Long pointed buds, full double blooms. Hardy anywhere. Order a "Francis Scott Key Collection."

10 Hybrid-Tea Roses for \$2.00 Postpaid

Columbia—Magnificent, large full and double, silvery pink. Fragrant as an American Beauty.

Francis Scott Key—The finest double red outdoor Rose.

Red Radiance—A remarkable rose. Splendid even shade of clear red.

Mrs. E. T. Stotesbury—Color a soft silvery flesh pink deepening towards the center.

Mrs. Aaron Ward—Great producer of lovely buds of coppery orange to golden orange.

Wellsley—A lovely shade of pink.

Virginia R. Cox—Color fiery crimson shaded with a dark velvety sheen.

White Killarney—One of the best pure white for the open ground.

Gcn. McArthur—Well formed bloom of scarlet crimson.

Radiance—One of the best outdoor Roses. Color carmine rose.

For \$2.00 we will send postpaid one each of these superb Hybrid-Tea Roses, all leaders, in the first size plants with soil on roots, each one labeled. In the large two-year-old size one each prepaid, by parcel post, for \$8.00. All on own roots.

Seven Garden Set \$1.00

Hardy Everblooming Roses

Columbia—Magnificent, large, full and double silvery pink flowers. Fragrant as the American Beauty.

Marie Guillot—A queen among white Roses. Large, full, finely formed flowers.

Red Radiance—Rich crimson; buds and flowers large, full and double.

Marie Van Houtte—Large, full, double flowers, canary-yellow, shaded creamy white.

Mad. Abel Chatenay—Immense, full, double flowers; rosy carmine, shading darker.

White Mamam Cochet—The premier white garden Rose. Absolutely none better.

Alex Hill Grey—Large, finely formed flowers of canary-yellow color.

SPECIAL OFFER—One each, strong plants. 7 garden Roses described above, sent postpaid, for \$1.00, the seven in two-year-old plants, for \$5.00, by parcel post prepaid with soil on roots. Please order as "Garden" Set.

The "Favorite Collection" of 10 Hardy Free Blooming Climbing Roses \$1.00

Hardy Climbing Roses are so necessary to the beautifying of any home that it is almost impossible to make any place attractive without them. There is nothing that takes the place of them. No matter where you go the most attractive places are those where climbing Roses have been planted freely and they stand out so beautifully above others that we can not help but notice them. Just imagine the side of your house, arbor, pergola, or veranda covered with all the colors of the rainbow, practically, as you can secure many colors and shades, in handsome blooms of roses gracefully drooping from the strong stems, and surrounded with the bright green foliage. They also answer the purpose of a hedge if given support like a wire fence, or they can be planted the same as any other Rose, as specimen plants, if kept properly trimmed, they make a handsome bush.

10 for \$1.00

For \$1.00, we will send you ten of these Hardy Free Blooming Climbing Roses. Each one different and labeled. All leading kinds as well as some of the New Ones, our Selection. You will not be disappointed in them, take our word for it. Safe delivery guaranteed. Order as "Favorite Collection."



A first size pot-grown rose plant

"Charles Dingee"

The Most Wonderful Rose Bush in the World

To honor the name of Charles Dingee, we have produced a *Rose better than any other variety in cultivation*. We say, without fear of contradiction, that the Charles Dingee Rose is far-and-away the best garden Rose for general planting in the world.

It is always blooming, whether it is growing for us or growing for you. The flowers are beautiful beyond description, immense in size, deep, double and grandly formed. It is hardy everywhere.

The Charles Dingee Rose is the result of cross-breeding between **Hermosa**, that grand old hardy pink variety and **White Maman Cochet**, perhaps the greatest of all white garden Roses—a superb parentage, which insures its offspring every point of excellence. With the hardy, vigorous constitution of a Hybrid Perpetual growing to perfection in almost any soil or situation, it has the most magnificent foliage, absolutely free from disease, that we have ever seen on any Rose.

We have had it growing and blooming in all its glory in a temperature very little above freezing. Growing to a height of 2 to 3 feet. Charles Dingee blooms continuously, producing immense, deep, double, grandly formed flowers on long, stiff, erect stems; both in bud and bloom their beauty is nothing short of superb, practically impossible to describe because of delicate blending of colors—rose tints in centers of the flower, gradually shading off into pale bluish creamy white, a color effect both entirely new and distinct, exquisitely beautiful.

Strong one-year-old plants, 30c. each; 4 for \$1.00; \$3.00 per dozen, postpaid. Large two-year-old plants, on own roots, 85c. each; \$8.50 per dozen by Parcel Post with soil on roots; extra heavy three-year-old plants, magnificent specimens on own roots, \$1.35 each.

How To Secure A Charles Dingee FREE

Send us an order amounting to \$2.50 or more selected from the circular and we will send you Free of Charge a strong, sturdy plant of the Wonderful Garden Rose, "Charles Dingee" illustrated in natural colors here. Don't fail to ask for it.

"CHARLES DINGEE"

The Greatest Rose in the World

The Always Popular Cochet Roses

If you want five of the finest Roses in the world, which will produce hundreds of superb flowers throughout the growing season and producing the kind of flowers one never tires of, order this Cochet set. No matter where you live, they will give you perfect satisfaction. The Cochet Roses are perfectly hardy in every part of the country, even where the winters are most severe, with slight protection. In the more temperate sections and in the South they thrive vigorously and bloom most lavishly all summer long, growing into great, strong, lusty bushes which increase in beauty with the passing years.

Pink Maman Cochet—The Queen of all Pink Garden Roses. The buds are large, full and firm, elegantly pointed, showing depth and richness as they expand. The superb flowers open perfectly double, are extra large and of splendid substance. Hardy in every section of the country; clear, rich pink, changing to silvery-rose.

White Maman Cochet—A most magnificent snow-white Rose, with sometimes a faint tinge of pale blush. It has the same freedom of bloom as the Pink Cochet, the same magnificent form of buds and flowers, and the same hardiness—standing at the very head of all Roses as the best white kind for open ground culture. Vigorous as an oak and hardy everywhere.

Price of Pink and White Maman Cochet—Strong one-year-old plants, 25c. each; 5 for \$1.00, postpaid; two-year-old plants, 85c. each; \$8.50 per dozen by express; or Parcel Post prepaid with soil on roots.

Red Maman Cochet (Helen Gould)—A Rose that will grow and give satisfaction in almost any soil or situation. It produces flowers in amazing profusion, on long, strong shoots. The flowers are very full, perfectly double; buds long and pointed. Color, warm, rosy crimson.

Crimson Maman Cochet (Etoile de France)—A fitting companion to the other Cochet Roses on account of its vigor of growth, stiffness of foliage, freedom of bloom and hardiness. It bears masses of full, deep-formed flowers singly, on long, substantial stems. The color is a new and clear shade of red or velvety crimson, brightening in the center; of exquisite fragrance.

Yellow Maman Cochet—One of the best hardy, ever-blooming yellow Roses. It is ideal for open ground culture—a typical Cochet Rose, with gracefully molded buds, flowers magnificent when open, on stiff, strong stems. This kind is identical in every way with Pink and White Cochet, except in the color of the flower, which is deep sulphur-yellow.

Strong one-year-old plants of Red, Yellow and Crimson Cochet, 30c. each; 4 for \$1.00, postpaid; two-year-old plants, 95c. each; \$9.50 per dozen, express, or Parcel Post prepaid with soil on roots.

SPECIAL OFFER—One each of Pink, White, Red, Yellow and Crimson Cochet, strong plants, postpaid, \$1.00; two-year-old plants, one of each, 5 in all, \$4.00, by express; or Parcel Post with the soil on roots. Still larger size or specimen plants at \$1.25 each of all the Cohets.

The DINGEE & CO. WEST GROVE, PA.

The Leading Rose Growers of America

Established 1859; Incorporated 1871



10 Famous Dingee Roses for \$1.75

Every year we receive thousands of letters asking us to name a collection of Roses—the best kind for general home culture. In our vast collection the ten varieties named below are, in our opinion, among the best garden Roses for all sections of the country. Hardiness, vigorous growth, freedom of bloom, color and beauty of flower make them the best collection for amateur planting. They will bloom with the utmost freedom this year, except the Climbing Roses, and this we guarantee. No two alike. In this collection we include our wonderful Rose Charles Dingee and Paul's Scarlet Climber, these two alone fully worth the price of the complete set. All labeled and sent postpaid. Safe arrival guaranteed to any point in the United States. Please order as the "Dingee Collection."

The following great Roses comprise this collection. Each one will be correctly labeled. See Our New Guide to Rose Culture for fuller descriptions.

CHARLES DINGEE.—Without question the greatest Rose ever grown. See its glorious beauty of form and color, on the outside cover of "Our New Guide to Rose Culture."

PINK MAMAN COCHET.—It bears masses of full, deep-formed flowers singly, on long substantial stems. The color is a clear shade of rich pink, changing to silvery rose; of exquisite fragrance.

WHITE MAMAN COCHET.—A magnificent snow-white Rose with a faint tinge of pale blush. The best white for open ground culture.

PAUL'S SCARLET CLIMBER.—A splendid Cardinal Red climbing Rose of thrifty habit, beautiful foliage; absolutely hardy.

MAD. FRANCISCA KRUGER.—A constant bloomer, especially suited to bedding. The flowers are deeply shaded coppery yellow in color, and are of large size.

FRANCE.—A beautiful Hybrid-Tea Rose, with shadings of deeper color. Particularly hardy and free in bloom.

SOUVENIR DE PIERRE NOTTING.—Handsome apricot-yellow Rose, tinged with orange and the edge of petals shaded carmine-rose.

JONKHEER J. L. MOCK.—Very fragrant. Color, clear imperial pink on the order of La France.

RHEA REID.—A beautiful Hybrid-Tea Rose. Color vivid scarlet-crimson. Rapid grower and profuse bloomer.

CLIMBING PINK MAMAN COCHET.—Hardy. Ever-blooming Climbing Rose. Bloom same style and color as the old favorite Pink Maman Cochet.

SPECIAL OFFER.—This entire collection of 10 magnificent Dingee Roses, in strong one-year-old plants or first size, for \$1.75 postpaid; two-year-old plants with soil on their roots, by parcel post same as by express for \$6.00. All grown on their own roots.

The Popular Set of 8 Chrysanthemums

Strong Pot Plants, Postpaid for 75 Cents

ROBERT HALLIDAY.—One of the best deep yellow varieties. Fine incurved form, with perfect stem and foliage up to the bloom. Tremendous size.

PACIFIC SUPREME.—A beautiful shade of deep pink; flowers of immense size and excellent form. Blooms early. Flowers develop without fading. One of the best pinks.

YELLOW BABY.—(Pompon.) Golden yellow, large and button type.

SMITHS IMPERIAL.—Incurved. Early. A pure white variety of special merit.

FAIRY QUEEN.—(Pompon.) Beautiful shade of deep pink. One of the best.

MAJOR BONAFFON.—Golden-yellow. Ball shaped. Petals beautifully overlapping.

MRS. E. A. SEIDWEITZ.—Beautiful incurved, full and round. Lovely pink.

HARVARD.—Darkest crimson scarlet. The only deep scarlet. Fine form and very large.

SPECIAL OFFER.—One each of the eight beautiful "Mums" described above, postpaid, for 75c. Please order as "Popular Set."

FERN COLLECTION

Exceptional Value

Owing to an immense production of the following plants, we can offer these at an unheard-of price. The collection consists of the following varieties: **Boston, Roosevelt, Teddy Jr., Whitmanii, Maiden Hair and Scottii.**

6 Strong Young Plants \$1.00

For \$1.00, we will send, postpaid, to any address in the United States, 6 strong plants of the above-named Ferns. Less than one-half regular price and all first-class "Dingee Quality." Order as the "Fern Collection."



"SILVER COLUMBIA"

Hybrid-Tea.—Illustrated above in natural color. A Sport of Columbia. From the illustration you will note the magnificent buds and blooms it produces on great stout stems. One of the greatest bloomers we have ever seen, being one mass of gorgeous blooms the entire growing season. It is a strong healthy grower, free from insects and disease, thus making it a rose that will become the most popular in America because anyone can succeed with it. Needs no petting or coaxing. It just grows anywhere. Foliage dark green. Does well indoors as well as in the open ground. Hardy everywhere. Excellent for cutting. In its color also lies one of the chief charms, being a beautiful clear shade of deep silver pink deepening towards the center. Fragrant as an American Beauty. Awarded Silver Medal by the American Rose Society.

Price, 50c. each for first size plant, postpaid; \$1.50 for two-year-old plants with soil on roots.

Unparalleled 50 Cent Offers in House and Garden Plants and Bulbs

The following collection of Roses, plants and bulbs are the greatest bargains ever offered by any establishment and they are made especially for the benefit of the thousands of friends the product of our greenhouses and nurseries have made for us. No matter what else you order, do not fail to include a few of these collections. They will prove a revelation to you. These are *Famous Dingee Goods*, the best quality in the land. You run no risk—the stock must be first class and must reach you in that condition, we guarantee this—and our guarantee means something beyond mere words. Money back if not satisfied.

50 cts. Each Collection Noted Below. Order by Number Only.

All Collections sent by mail, postpaid, correctly labeled.

- | | |
|---|--|
| No. 1. 4 Distinct, New, Ever-blooming Tea Roses. | No. 8. 4 Carnations, strong plants, best varieties. |
| No. 2. 2 Hybrid-Tea Roses and 1 Hybrid Perpetual Rose, 3 different varieties in all. | No. 9. 4 Violets, best sorts. |
| No. 3. 3 Hardy June Roses of the leading varieties, no 2 alike. | No. 10. 1 Coleus, 1 Emerald Feather, 1 Weeping Lantana, 1 Asparagus plumosus—4 in all. |
| No. 4. 4 Choice Geraniums, both single and double, strong, well-rooted. | No. 11. 4 Excelsior Pearl Tuberoses, 2 Orange-flowered and 2 new Variegated Leaved; 8 in all, strong, blooming bulbs. |
| No. 5. 4 Choice Ferns, including the new kinds. | No. 12. 3 Strong plants of hardy perennial Phlox; different colors. |
| No. 6. 6 Splendid new Chrysanthemums, no two alike. | No. 13. 8 New and Rare Gladioli, selected from the best varieties. Strong, blooming bulbs. |
| No. 7. 4 Named Cannas, best varieties, strong plants. | |